

TOP 20 MEDIA MARKETS

1.	NEW YORK	PROPOSED MARKET '98
2.	LOS ANGELES	PROPOSED MARKET '98
3.	CHICAGO	VSL '96, '97 & '98
4.	PHILADELPHIA	SATURATED TENNIS MARKET
5.	SAN FRANCISCO	NOT A STRONG BRAND MARKET
6.	BOSTON	NOT A STRONG BRAND MARKET
7.	WASHINGTON DC	HIGH TOBACCO SENSITIVITIES
8.	DALLAS	VSL '96 & '97 -- '98 PENDING
9.	DETROIT	POOR TENNIS VENUES
10.	ATLANTA	DIFFICULT MEDIA MARKET
11.	HOUSTON	VSL '95 & '96
12.	SEATTLE	NOT A STRONG BRAND MARKET
13.	CLEVELAND	NOT A STRONG BRAND MARKET
14.	MINNEAPOLIS	NOT A STRONG BRAND MARKET
15.	TAMPA	VSL '95, '96 & '97
16.	MIAMI	VSL '95, '96, '97 & '98
17.	PHOENIX	NOT A STRONG BRAND MARKET
18.	DENVER	NOT A STRONG BRAND MARKET
19.	PITTSBURGH	VSL '97 & '98
20.	ST. LOUIS	PROPOSED MARKET '98
27.	SAN DIEGO	PROPOSED MARKET '98
28.	CHARLOTTE	VSL '95
33.	NASHVILLE	VSL '97 & '98
43.	OKLAHAMA CITY	VSL '95 & '96
45.	WEST PALM BEACH	VSL '95, '96, '97 & '98
54.	RICHMOND	VSL '95

based on DMA (Designated Market Area) -- each county in the U.S. is allocated exclusively to one DMA

2071664889